
cc:Mail for: Carl Baca

Subject: '96 Racing Direct

▷ Forwarded: John IVORY at POST12N1 10/31/95 2:02 PM

To: Carl BACA at POST19N1

Carl,

FYI.

John

Subject: '96 Racing Direct

From: Tolchins (Tolchinsky) {Tolchinsky#m#_Karen@PM-LEO} at PM-LEO

Date: 10/31/95 12:41 PM

Nice, comprehensive letter on the racing counts!!! Couple of comments:

-- You recommend extending the radius for previous race responders to 150 miles. Didn't we find out from some of the local race mailing analyses that, for several races, a majority of the responses come from areas closer to the track. If that still holds true, maybe we should send the 'base' mailing to the larger radius, but reduce it for the local race mailings??

-- The female test is a great idea, but we need some sort of test cell. Since we're trying to gauge female's responsiveness/interest, will we have a test cell of Male non-responders, 21-24.

-- Re: logistical issues:

-- Your thoughts on the OCR code are good ones and should be looked into. My question, however, is who would be responsible for adding the other 8 digits -- the keying vendor (knowing that the 16th digit always changes)?

-- You say they'll be a group of smokers in '96 who won't be selected (that were selected in the past). Is this a result of the reduced radius for non-responders?

-- When setting this program up, let's keep in mind all the requests for reporting made this year -- and ensure this data is easily accessible next year!

Thanks much!!

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